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Digest

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Jasper Park Location For Paramount's "Emperor Waltz" Puts Canada On The Screen

BING CROSBY may be only a strolling peddler of phonographs who gets mixed up with the Court of the Hapsburgs in Paramount's new technicolor extravaganza, "The Emperor Waltz," but in Jasper National Park, Alta., where the Alpine scenes of this picture were made, he achieved, more genuine popularity in three weeks than the Hapsburg dynasty did in three centuries. In addition he proved himself to be the best ambassador of good will that the United States has ever sent to Canada.

The means by which Bing achieved these ends may be commonplace in Hollywood and other spots where he is well known in the flesh, but in Jasper in the heart of the Canadian Rockies where, until he came there, he was known only as an image on the screen and a voice on the radio, they were little short of miraculous.

Disciple Of Democracy

Although the population of Jasper is only slightly more than 1,000, it isn't a "cow-town" by any means. It is the meeting place of transcontinental trains that carry many Very Important People hither and yon through Canada and it is also the location of the noted summer resort, Jasper Park Lodge, which has been host to kings and queens, princes of the realm, Justices of the United States Supreme Court and all types of people right through the gamut of the human scale from those who wear crowns down to those who hang on to straps in subways. People of world renown, therefore, are a more common sight to the residents of Jasper than to those of much larger places. But Jasper never met anyone like Bing before and probably never will again. In his three weeks in Jasper he not only won the admiration of everyone in the village and at the Lodge, but he won their hearts as well. If there ever was a disciple of democracy as the Signers of the Declaration of Independence intended it to be practiced, that disciple is Bing. . .

He hobnobbed with the cowboys who were running the chuck-wagons and doing the rough work for the Paramount Company on location.

Expert Trout Angler

He borrowed a patched-up fly-rod from a park warden and proved himself so adept at catching speckled trout in the Maligne Lake and River that he was elected Honorary President of the Maligne River Anglers Association, an honor never conferred before on anyone outside Canada.

He passed up a "swash" banquet in Jasper Park Lodge to sing for and dance with the Lodge staff in their recreation hall.

(*Continued on Page* 5)

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« Capital Story »

By WILL McLAUGHLIN

LABOR DAY, which hails the new season for movie fans will be ushered in in the usual fashion by practically all the Uptown and mid-town first run theatres. Midnight previews before the Monday holiday will be given the nighthawks at the Capitol, Regent and Centre theatres and at a number of the neighborhood and suburb houses. All expect nice business at the special shows and during the matinee and evening performances on Monday, September 6. Providing, of course, that the weatherman lets up on the current terrific heat spell.

* * *

Speaking of the weather, with high temperatures between 90 and 100, all movie houses in this city and district took an awful beating during the week of August 23-28. Coupled with the heat and humidity was the opposition coming from the Central Canada Exhibition, which drew record-breaking attendances daily — and nightly— to the World of Mirth midway and the grandstand performances.

* * *

Gord Beavis, Odeon resident manager at the Centre Theatre, arranged an interesting tie-up with Radio Station CFRA, local merchants and the Community Chest committee for "The October Man", the J. Arthur Rank production which played the Centre recently. The mysterious "October Man" turned out to be C. E. Pickering, past chairman of the Ottawa Community Chests. The lucky winner of some $1,600 in cash and merchandise, who identified Mr. Pickering from limerick clues, was Corporal Douglas H. Skinner of the Royal Canadian Air Force. Mr. and Mrs. Skinner, who have been married for two years, were in the Centre Theatre audience when the draw was announced by G. Edwin Beament, chairman of the forthcoming Red feather campaign.

Gerald Snellins, who used to troupe with screen star Wallace Beery as an elephant man in the circuses of John Robinson, Ringling Brothers, and affiliated bigtop shows, was in charge of the World of Mirth midway, during the Central Canada Exhibition Week. Now 63, Snellens holds the distinction of being the Horatio Alger of the circus business.

* * *

Nick Tremblay, assistant to manager Henry Marshall at the Regent Theatre, is now on annual vacation. Henry says he likes the late season best and will take his holiday leave during the cool days of late September.

* * *

The many friends of Bob Gellatly, of the National Film Board, who represented Ottawa local of the Stage Employees Union during the recent convention at Cleveland, Ohio, will be glad to learn that he has completely recovered from a mysterious illness. Bob took ill in Cleveland and was bedded for three of the convention's six days.

* * *

Bill Hartnett, well-known projectionist at the Regent Theatre and agent for his local in the Ottawa district, was also in Cleveland for the convention. Bill went into Civic Hospital immediately on his return to Ottawa, for a check-up and treatment of an old ailment.

Ray Lewis Still Editor

Last week it was stated in error that the Digest editor had resigned. Ray Lewis who has been editor of this publication since 1915, still holds this position.

Cardinal Films Offer 30 Screen Guild Productions

Thirty Screen Guild productions are to be released in Canada as the 1948-49 offering of Cardinal Films Ltd. None of these are to be re-issues.

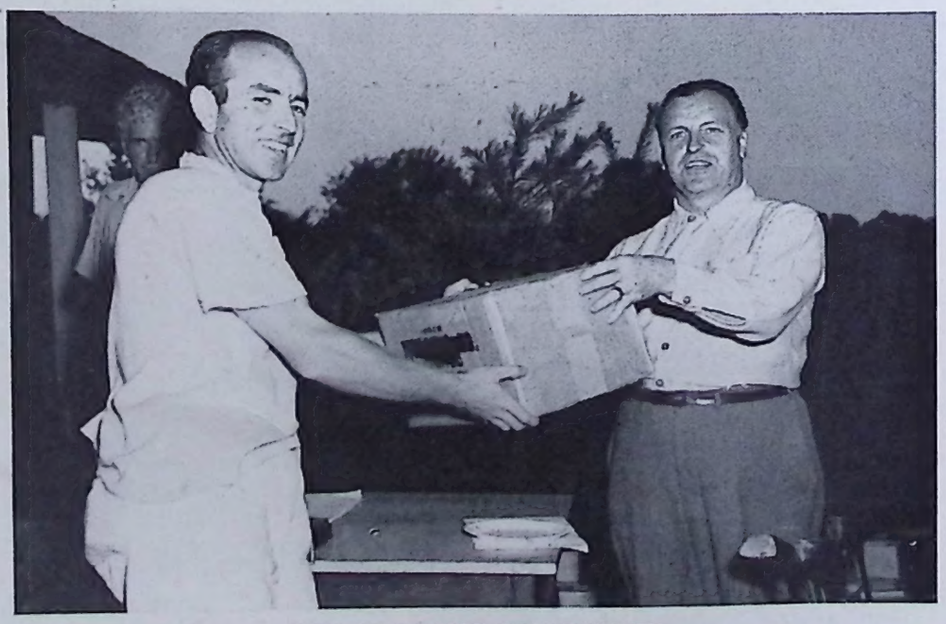
Mr. H. J. Allen, president and H. A. Kaufman general manager of Cardinal, recently returned from a Screen Guild meeting in Chicago full of enthusiasm for the new product.

The first two releases in the 1948-49 line-up will be "Return of Wildfire" in sepia, and "Jungle Goddess". The former, with an excellent cast is already well-booked in and around Boston, and the publicity used by the M & P circuit will be added to the regular press kit.

Included in the line-up are six new Lash LaRue westerns, "The Mozart Story", "Harpoon", "I Killed Jesse James", "Return of Wildfire", "Grand Canyon", "Last of the Wild Horses', "Police Force", "Blackmailers", "The Ravagers", "The Prairie", "S.O.S. Submarine", "Shep Comes Home", "Jungle Goddess", "Redwood Empire", "Skyline", "Return of the Saint", "City Hospital", "Police Woman", "The Great Truck Mystery", "Trail's End", "No Escape", "Woman in Black", "Son of Jesse James", "Son of Billy The Kid".

MORT BLUMENSTOCK WIRES "ROPE" OPENING PHENOMENAL

In a wire to Warner Brothers Toronto office, Mort Blumenstock tells an ecstatic tale of success. At the New York opening of W-B's Alfred Hitchcock production, "Rope", crowds lined the street for blocks on one of the hottest days in years to get into the Globe Theatre, 1,400 seater which pulled the phenomenal gross of approximately $10,000.



WINS FILM BOARD GOLF TOURNEY

Held at the Glenlea Golf and Country Club, the first of three golf tournaments for the National Film Board's Ottawa staffs saw top honors taken by Doug Peacock (left), with assistance from his wife. Ross McLean, Canadian Government Film Commissioner, presents Doug with the trophy at the end of the contest. NFB stoutly denies the case gurgled when moved.

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RAY PRESENTS

SORRY, no one likes my new photograph in this column. Such flattery do I receive, coupled with the objections to the photograph, that I promise a new photograph, perhaps for Christmas. Meanwhile bear with the present likeness.

Samuel Fine and his wife celebrated their 25th Anniversary, being on the receiving line of an at home last Saturday. It was a wonderful party, in a garden setting, and many of our friends of the film trade were present to extend best wishes to the long-wed bride and groom, whose three children participated in the joy of the occasion.

I met Mr. and Mrs. H. King, guests at the Fine party. Mr. King gave up the operation of the Grant Theatre several years ago, licensing it to Odeon. Mr. and Mrs. King will celebrate their Diamond Wedding Anniversary in November. Despite Mr. King's semi-invalid condition, they certainly do not look old enough to have been married sixty years. What a celebration!

The Mating of Millie at the Biltmore is now in its 13th week. The manager has stopped adversising the "last week". As for Columbia Pictures, even the "Loves Of Carmen" with Rita Hayworth, cannot make Columbia forget that there was real dough in the "Mating of Millie".

AT Loew's, "Easter Parade", Metro-Goldwyn-Mayer is in its fourth week, with business as big as ever. What a picture! A gift to show business, and everyone is as happy as Loew's management, as happy as M-G-M, at the public reaction.

The Eagle-Lion Hollywood Picture, "Mickey", at the Nortown and Victoria, is excellent entertainment, bound to be a favourite, wherever it is played.

Our heat wave, which came to us from across the border, not only flattened some of our box offices, but completely melted us down into a non-resistant state, with factories, offices closed all over the city, and in many towns in Ontario.

What show business missed was an Institutional Display Ad advising the people to come to our air-conditioned theatres which, for some wise people, proved a heat-escape. Thousands slept along the lakefront in the exhibition park, but the breeze, if any, was like the breath of the Sahara desert. It started last Wednesday and did not break for the rest of the week. Some towns in Ontario reported 120 in the shade, and brother — that is not a zephyr.

CANADA's big show, The Canadian National Exhibition, opened its gates on Friday. The new grandstand, with its seating capacity of 24,000, was ready for the opening. Leonidoff, of Radio City fame, staged a spectacular show and ballet, which was reminiscent of the old Hippodrome days of New York City. As for Olsen and Johnson, what a show! A record attendance of 105,000 passed the turnstiles on the opening day, proving that Canada has every right to boast that the Canadian National Exhibition is the world's greatest annual show.

John J. Fitzgibbons, president of Famous Players Canadian Corporation, has sent out a letter to partners and managers of theatres, in which he reviews theatre management, public relations, showmanship and past conditions in relation to the box office; and present conditions, both national and international, as they affect the motion picture industry from production to exhibition.

"Smart competition," states John, "bores in with better service and selling ideas. Competition is not just another theatre, it is every form of merchandizing effort made to sell people creature comforts, personal service and entertainment".

John touches on the fact that the producers are making shorter pictures and gives some excellent advice in connection with meeting this situation. I cannot quote entirely from his letter, as it is a letter to partners and managers and perhaps it is not advisable for Macy to tell Gimbel. However, I am on the safe side of the border and betraying no business secrets, when I say that John stresses individual effort, showmanship in the current season.

GETTING the most out of the attraction you are playing at your theatre, always endeavouring to make new patrons, direction of staff for courtesy and efficiency, altogether making your theatre a pleasure to visit.

Which leads me to ask a question. Who knows a city or town better than the exhibitor who lives in that city or town? Who knows the pictures the patrons of a theatre like? No one can answer this question better than the manager, providing, that he is not so rich that his theatre is now only a place in which to pass the time away, and, if he is an employee-manager, that he is not a weekly pay envelope manager, you know the type.

On September 14th in Ontario, we are going to have restrictions in connection with lighting. We know, when the bright lights are not turned on, that a theatre and a street look dead, that people have an aversion to darkness, that we are really human moths attracted by bright lights. With the lights dim, we shall be obliged to substitute a brightness to attract patronage, we shall be obliged to co-operate with the merchants, the restaurants on the same street as our theatre, to counteract the depressing effect of dimmed lights.

Our theatres are the clubrooms of the masses, they must not only present such services, but must convey that such service is available to our public; and from the box office cashier to the picture upon the screen, it must never be "getting away with it" — it must always be courtesy, comfort and entertainment.

I HAVE an interesting letter from the Hon. Earl Lawson, President of Odeon Theatres of Canada, Ltd. Mr. Lawson and I are old friends, and many times in his busy life, he has taken the time to call me or to write me a letter of appreciation, in connection with a Digest Editorial. My editorial, "British Government vs. American Films" is an editorial with which Mr. Lawson disagrees, and he cites many reasons for his disagreement. He finishes his letter with, "I trust you will give space to this letter in the next issue of your esteemed paper".

I have not had time to properly digest the letter, nor time to consider the facts which he has presented and the objections cited, but in the following issue, I am going to give Mr. Lawson's request the consideration which his letter should have. Please excuse the delay, Honorable Earl, but the Festival of Opera and Music at the Royal Alexandra all last week, plus the heat wave have slowed up my mental processes. With the Opera Festival in the background and the heat-wave in for a break, your letter is in the foreground for attention.

ROSSANO BRAZZI is David Selznick's latest importation from the roster of Italian stars. He will appear in a forthcoming David Selznick production of F. Scott Fitzgerald's "Tender Is The Night", and now is in the

(Continued on Page 9)

Toronto and District

By BILL PRESS

IN its 13th week, at time of writing, "The Mating of Millie" is expected to continue at the Biltmore Theatre, Toronto, until over Labor Day to make the record run well over 14 weeks, possibly 15. In the meantime, Ben Okun, president of Biltmore Theatres Limited, finally went on vacation to his favored Temagami lakes and islands in Northern Ontario — happy over the showing of "Millie" but perhaps wondering what to do about the backlog of pictures that might otherwise have been playing at his new showhouse.

* * *

By way of a comparison with another extended engagement it is recalled that "Quiet Weekend" played 12 weeks at the International Cinema not very long ago but the number of performances daily does not come up to the seven shows each day for "Millie" at the Biltmore. Back in the early days, "Mickey" was roadshown at the old Grand Opera House for some 20 weeks with matinee and evening performances.

* * *

A salute to Lily Whalen who has been the checkroom attendant at Shea's Theatre and its predecessors in Toronto for several generations. She is starting her 50th year in show business, having been one of the veteran employees of the late Jerry Shea at the former Strand on Yonge Street, then Shea's on Victoria Street and finally the Hippodrome, now called Shea's.

* * *

The Fairex Theatre at the Canadian National Exhibition, sponsored by the Toronto Globe and Mail, is all out for J. Arthur Rank's royalty pictures in color for the free nightly performances. The films are of the Royal Wedding last November and of the Silver Wedding Anniversary of King George and Queen Elizabeth.

* * *

The Ontario Board of Moving Picture Censors has added four more pictures to the adult-entertainment list, as follows: "Mine Own Executioner", "Of Mice and Men", "Checkered Coat" and "I Am a Fugitive From a Chain Gang". The last-named feature topped a double-bill at four Toronto theatres, the Ace, Circle, Kenwood and State.

* * *

Canada's only feature production of 1947, "Whispering City", has been making the rounds of subsequent-run theatres in Toronto as the second picture of a double-bill. One such arrangement was noted at the Alhambra Theatre where it was paired with "Black Narcissus".

Manager Tom Daley of the Imperial Theatre, Toronto, is emphasizing a "Shopper's Bargain Matinee" starting at 9.30 a.m. to promote early attendance at the big house. The admission is 36c, including tax.

* * *

The Odeon Fairlawn in North Toronto is boasting a Wurlitzer organ with which programs are given by John Mack along with evening shows. This makes it the second Toronto theatre to feature organ music as an added attraction, the other being, of course, Shea's, where Quentin MacLean is back at the console.

* * *

Marcus Loew's Theatres Limited, Toronto, has maintained a four per cent annual rate on common shares by declaring a $1 dividend for the third quarter of 1948, payable Sept. 30.

* * *

Western Quebec is not to escape the dim-out this time while all of Ontario experiences heavy restrictions in the use of electricity for outdoor and other illumination. The Gatineau Power Co., which feeds the Ontario Hydro system along with other producers, has notified its managers in a large section of Quebec that the use of current will be limited there also.

Chairman R. H. Saunders of the Ontario commission has officially announced that the dim-out will start Saturday, Sept. 14, which is two weeks sooner than had been expected. Lack of rain is blamed for the earlier date for the restrictions.

* * *

A visitor in Toronto on vacation to call on relatives in these parts was Mayor A. J. Mason of Springhill, N.S., prominent as an independent exhibitor and, currently, the secretary of the National Committee of Motion Picture Exhibitors' Associations of Canada. In connection with the work of this organization, Archie Mason had a talk with Archie Jolley who is assistant secretary of the National Committee.

* * *

The Canadian premiere of "Hamlet" is scheduled for Montreal some time in September, with openings at Toronto, probably the new Odeon Hyland, and Vancouver in October.

* * *

The location of the two latest Drive-In Theatres in Western Ontario, both known as "Sunset" Theatres, sounds a bit complicated. One is described as being three miles west of Brantford on the Burford Highway, while the other is one mile east of Preston on the cut-off to Hespeler.

The Canadian Moving Picture Digest

Entered as Second Class Matter

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During the recent heat wave, Lake Ontario became so warm that the air-conditioning units of some Toronto theatres became ineffective as the water was too tepid to lower the inside temperatures to the desired mark. Theatres which have refrigeration systems in conjunction with air coolers were fortunate in being able to regulate the flow of cool air. For instance, the new Odeon on Carlton Street, will enjoy the use of automatic refrigeration to maintain the temperature of the water in the big reservoir at the set level, regardless of the lake warmth.

* * *

Toronto police caught up with an undesirable individual of a type that has been causing concern to exhibitors and the provincial government when a man was arrested on the complaint of a young boy to the effect that the adult had attempted to molest him. The incident occurred at a large downtown theatre.

* * *

"Duel in the Sun" was held for a second week at the Century, a Famous Players' theatre in Hamilton, at regular admission prices.

* * *

Patricia Roc, who will fly from location work in France, and Trevor Howard, are the two J. Arthur Rank screen stars who are scheduled to grace the opening of the Odeon "Toronto" on Carlton Street. Newspaper advertising for the showcase started with a teaser campaign two weeks in advance of expected opening date.

* * *

The latest added attraction for drive-in theatres in Ontario is a rodeo featuring Jack Hoxie, Hollywood cowboy, the act being called "The Cavalcade of the West". The Niagara Falls Drive-In, opened some weeks ago, is now offering vaudeville on two nights and public dancing on the four other nights of the week in conjunction with screen shows.

"EMPEROR WALTZ"

(*Continued from Page* 1)

When, passing a table in the dining-room, he overheard a youngster from Oklahoma say to his parents, "Gee, I wish he would sing," he swung around, mounted the orchestra stand and sang for twenty minutes.

He became so enamoured of the golfing and fishing at Jasper that Billy Wilder, the director, had to post guards at all strategic outlets to make sure Bing didn't wander off the set when, in his opinion, his own weather sense was better than that of the barometer or the light meter.

He organized a ball game between members of the Paramount crew and a local nine and afterwards personally threw a dinner for both teams. In this game a Jasper batter lined a hard driven ball straight at the head of Bing who was playing second base like a member of his hapless Pittsburgh Pirates, and when he managed by sheer intuition to get his hands on it his only remark was, "Gee, if I'd missed that one Paramount would have needed a sub!"

Returns To Win Tourney

When Paramount, after three weeks, had shot all the mountain exteriors for the "Emperor Waltz" and had returned to Hollywood, Bing came back again. He came back to win the Jasper Park Lodge Totem Pole Tournament which, that year, had the largest entry list of any amateur golf tournament ever played in Canada. Bing won this most unique golf tournament in typical Crosby fashion. He and the other finalist, Gordon Verley, of Victoria, B.C., approached the 36th hole all square. Verley was on in 3 and had a two-foot putt for a par four. Bing was 60 feet away from the cup and on the apron of the green with his second shot. With a mashie he chipped his ball into the hole for a birdie three and the championship.

There are a thousand autographs and ten thousand memories of Bing in Jasper. Everyone seems to have a new story about him from his caddy, to whom he promised a new suit of clothes every time he made a birdie, with the result that the caddy is probably the best dressed university student in Canada today; down to the five-year-old youngster from Jasper who reversed the usual procedure by presenting Bing with a picture of herself, a bit of originality which so tickled Bing that later in the day he loaded himself down with presents and called on the young miss and her family at their modest home in the village.

In fact, the way things are today, it wouldn't require a very powerful lobby to persuade citizens of Jasper to petition the Geographic Board of Canada to change the name of the place from "Jasper Alta." to "Crosby, Alta".

"Raider" Exploitation Pays Off 20th Century Managers

Robert Brown, manager of the Vanity Theatre, Windsor, Ontario, was awarded the first prize of $200 in Group One of Twentieth Century Theatre's exploitation contest for "The Raider." Second prize, $100, went to Max Phillips, Regent, Sudbury.

Group Two was led by Fred Leavens, Circle, Toronto, and it brought him $150, while the second place prize of $75 went to Maurice Weldon, Kenwood, Toronto.

Judges of the contest were James Nairn, head of Advertising and publicity for Famous Players; Irving Herman, publicity chief of International Films; and Hye Bossin, editor of the Canadian Film Weekly. Raoul Auerbach, manager in charge of theatre operations, supervised the contest for Twentieth Century Theatres.

Other winners in Group One not mentioned here previously are:

Third prize, $50, Mel Jolley, Marks, Oshawa; fourth prize, $25, Ralph Tiede, Granada, Napanee; fifth prize, $25, Frank Paul, Imperial, Ottawa.

Ten more managers were given cash awards in this group.

Other winners in Group Two not mentioned here previously are:

Third prize $40, Jack Alexander, Brock, Toronto; and fourth prize, $25, Pete Coyle, Kum-C, Toronto.

Four other managers were awarded cash prizes in this group.

The prizes will be presented at the forthcoming annual convention of Twentieth Century Theatres which takes place in October.

F-P TO BUILD SOON

Construction of the proposed $225,000 Famous Players' theatre for Chilliwack, B.C. will start in the near future.

Showmanship Contest Ends

The 8th Annual Showmanship Contest of The Canadian Moving Picture Digest is now closed. We got a large number of really grand exploitation campaigns in as entries and judging will commence shortly. The awards will be announced at a luncheon to be held in the near future.

Entries are now being accepted for the 9th Annual Contest which is open as of September 1st. In connection with showmanship in respect to operation of theatres, we call to your attention some excerpts in the Ray Presents of this issue taken from a letter which John J. Fitzgibbons, President of Famous Players Canadian Corporation sent to managers and partners of his firm.

Larry Stevens To E-L To Tour With "Hamlet"

Larry Stevens, formerly publicity head for United Artists, has joined Eagle-Lion Films of Canada Limited as executive assistant to Frank H. Fisher, general manager. His duties will include supervision of roadshow units which go on tour this fall with "Hamlet". Paul Douglas moves from Eagle-Lion's publicity department to the post of sales representative in the Toronto branch, effective immediately.

Paul Henreid Will Star, Produce Canadian Films

Joseph Than and Leonard Fields, who head Canadian International Screen Productions here, announced in Toronto over the weekend that Paul Henreid will produce and star in two of their future productions which will be released by Allied Artists.

Henreid arrived in Toronto Saturday for further conferences with Fields and Than, and also to inspect locations for his future films.

MISS CANADA of 1948, Jean Ferguson, makes her first personal appearance after winning the title, at the Odeon Movie Club on Saturday morning, August 21st. Pictured from left to right are, Sam Hebscher, manager of Hamilton's Savoy Theatre, Ethel Valgardson, runner up, Jean Ferguson, Phillis Williams, runner up, and Ed Stock, producer of the Movie Club of the Air.

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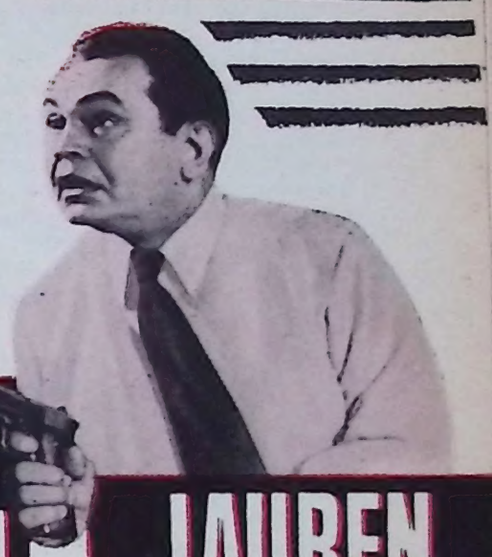

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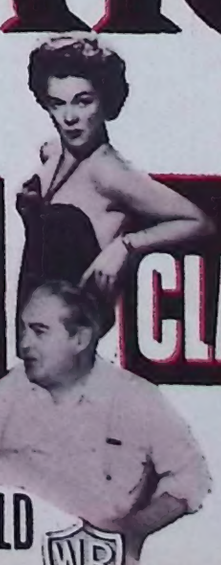

WITH

LIONEL BARRYMORE

CLAIRE TREVOR

AND THOMAS GOMEZ · JOHN RODNEY

DIRECTED BY JOHN HUSTON · PRODUCED BY JERRY WALD

Screen Play by Richard Brooks and John Huston · Based on the Play by MAXWELL ANDERSON

Vancouver News

By JACK DROY

DON COLTMAN and Wally Hamilton, well-known in B.C. film circles, have purchased a controlling interest in Trans-Canada Films Ltd., and a substantial program of expansion is planned. Offices of the company have been moved to the building in downtown Vancouver, which also houses Steffens-Colmer Studios Ltd, commercial still photographers. This company is also under the management of Don Coltman. Wally Hamilton is well-known in the industry throughout Canada and the U.S.A., and has been identified with the production of many fine films during the 20 years he has been associated with the motion picture industry. Trans-Canada Films' aim will be to produce advertising, educational, training and feature films. They will cooperate closely with Canadian and American producers. Don Coltman is president and general manager; Wally Hamilton, vice-president in charge of productions. Lou Perry, former owner of Trans-Canada Films Ltd., will continue in film business making independent films.

* * *

Charlie Backus, former U-A shipper, has been appointed booker at Empire-Universal here succeeding Roy Coulston, who resigned to go into another business up-coast. Dixie Johnson is a new member of the 20th Century-Fox staff replacing Norma Sellers. Bill Warke, who is now in charge of Warner Bros. advertising department, is a newcomer to the film business.

* * *

Gabby Hayes, with his whiskers which have made their owner a fortune in Western pictures, was a local visitor en route to some "new fishing lakes" near Kamloops, B.C. "Greatest fishing country in the world," Gabby enthused, but expressed alarm over prospects of the plane trip that will take him there. "Never been in one of the danged things in my life," he said. Hayes has to be back in film town early next month to start work on "El Paso", co-starring John Wayne.

* * *

The wife of Arthur Corriveau, veteran projectionist at the Vogue Theatre here, died last week, suddenly, in her 57th year.

* * *

Recent Vancouver visitors were Haskell Masters, W-B Canadian head; Harvey Harnick, Columbia Sales manager (happy over the big business being done by "The Fuller Brush Man" in all key situations); Robert Steele, operator of a Northern B.C. theatre circuit; Fred Wilcox, M-G-M director, here on a talent hunt; Dick Letts, manager of the Strand Trail and Eric Williams of Warner Bros. Studios in Hollywood.

The two theatre circuits in B.C. have gone all out for business in the candy concession field; all the circuit houses, except a couple in Vancouver, now have candy counters and are doing good business. Popcorn stands are not allowed in Vancouver and Victoria because of fire regulations in effect, but smaller spots have popcorn stands.

* * *

Doug Lewis, office manager at Sovereign Films, is making a name for himself in the B.C. sporting world. He is a member of the Vancouver Rowing Club, and was one of the main competitors at the Annual Kelowna Regatta this month. Doug and his partner won the double rowing championship for the third consecutive year.

* * *

Carmen Gentile, manager of the Odeon Theatre, North Vancouver, has taken top honors in a Canada-wide exploitation competition, conducted by Eagle-Lion Films Ltd. and Odeon Theatres Ltd. Contest was based on the selling and promotion of their top films made in Britain. Gentile, for his excellent campaign on "A Place of One's Own", wins an air trip to Toronto and a week's stay, as guest of the two companies, at the Royal York Hotel, Toronto. He will be present at the opening of the Odeon Carlton in Toronto on September 9th.

* * *

Vancouver has had a record wet summer to date. The Pacific National Exhibition was rained out for the first two days, and attendance was low. The moist days did not help theatre biz, which was down about 25 per cent from a year ago. The Vancouver baseball team had 20 games washed out and have lost $30,000 in receipts to date.

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Orpheum theatre patrons had an added treat with their film fare this week, when the finalists in the "Miss P.N.E." graced the stage in a grand beauty parade. Fifteen girls chosen by public vote in Famous Players spots throughout the province were in the contest. Winner gets a Hollywood trip and a stage appearance at the P.N.E. with movie star Jimmy Durante. Margaret Brain, "Miss Prince Rupert", was the winner; second was Berna Franklin, "Miss Victoria"; third was Gerry Arsenault, "Miss New Westminster". F-P and the P.N.E. sponsored the beauty contest which increased biz at F-P box offices across British Columbia.

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Dan Sutherland, Vancouver theatre owner, has left for a visit to his old home near Glasgow, Scotland, after an absence of 25 years.

M-G-M Secures Hotel Co-Op For Pic "Summer Holiday"

Dewey Bloom, Canadian Publicity Representative of M-G-M, in cooperation with manager Jack Randall of the Strand Theatre in Vancouver, B.C., conducted a bang-up campaign on "Summer Holiday" that spelled summer box-office.

A number of excellent Music Store window displays were arranged of sheet music and recordings on "Summer Holiday" for the picture run, as well as a display in the tourist bureau information centre on Georgia and Seymour. A full window in a leading outdoor equipment establishment was also promoted.

Hotel Vancouver and all other leading downtown hotels permitted them to place in their "out-of-town guests" key boxes souvenir advertising post cards. The cards were also handed out in the Tourist Bureau, and placed on tourist cars with out-of-town licenses parked in the downtown area.

They obtained permission from the B.C. Electric, who run special sightseeing cars daily (for the benefit of tourists), to have their conductors on said cars hand out advertising post cards to their passengers. The conductors, who use a public address system to comment on points of interest were also pointing out the Strand Theatre location, and "plugging" the picture at the same time. One of the conductors who has had over 42 years service on these sight-seeing cars, was interviewed over Station CKWX, and gave the picture a swell plug, urging everyone to come and see it. In addition, all other usual outside mediums of course were used.

Harry Thornton, Eagle-Lion shipper, resigned and will live in Winnipeg. He is succeeded by Bill Howell, recently returned from England where he was with Arthur Rank studios. Joe Dalman, Columbia shipper, also left film business to enter the lumber business, followed by Bill Warke from W-B. Sandy Arenovsky is the new shipper at U-A, taking over from Charlie Backus, who moves over to Empire-Universal as booker.

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Rose Innacone, W-B secretary, was married to Doug Isman, International Distributors' booker. Film row co-workers gave plenty of showers for the bride. Rhoda Bradley of the Orpheum was the bride of Walter Hellieson. Fred Robson of Gaumont-Kalee staff will marry Gladys Halthenson on September 4th.

For the first time in years the F-P Orpheum has gone double bill. The circuit has a big backlog of releases. The Capitol may also go twin bills shortly.

« Prairie News »

By BRUCE PEACOCK

AT Moose Jaw, Sask., a controversial amusement tax by-law has finally been passed and the city amusement tax is now a straight 10 percent on all tickets over and above ten cents. No tax is charged on tickets up to and including 10 cents. Moose Jaw theatres, in a newspaper ad, said they believed the 10 percent tax was fair and equitable. The old amusement tax by-law required a graduated scale of taxation with an average of about six percent.

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An up-to-date theatre built at Stoughton, Sask., by R. H. Dreger, of Lampman, was officially opened recently. The theatre, the Lyric, screens four nights a week, with two shows an evening and two changes a week.

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Another outbreak of seat-slashing has been reported in Regina theatres. The outbreak brought a warning from Chief Constable Duncan McDougall that theatre staffs were keeping special watch for offenders and that culprits would be prosecuted to the limit of the law.

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At North Battleford, Sask., a woman called the theatre to ask what picture was showing. The reply was "Call 777". She called 777 . . . It was the drug store.

Tieing in with the forthcoming appearance of Irene Dunne's "I Remember Mama" at the Capitol Edmonton, the Edmonton Bulletin is giving front page spreads to a "loveliest mother" contest. Pictures of mothers are to be judged and the winner gets an expense-free trip to Hollywood, the round trip to be made by air. Second prize winner gets $100 in cash. There are two $50 prizes and 25 admission tickets to the picture "I Remember Mama" will be awarded.

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The famous, colorful musical ride of the Royal Canadian Mounted Police is being revived in Regina for presentation at the Pacific International Livestock Exposition in Portland, Ore., Oct. 2-9. The ride has not been seen since 1939 when it was featured at the Regina exhibition and in eastern Canada. Thirty-seven police constables and one officer will make the trip.

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Movie companies are eyeing the mounties in Regina, and indications are that cameras will roll at the local barracks. Representatives of 20th-Fox have visited the city, and there are reports that J. Arthur Rank is interested in a film dealing with the life of the mounties.

At Edmonton, Aug. 17, an order issued by the city board of health barred public places to children under 16 because of a spread of polio in the province. Under the order, no one under 16 may enter theatres, swimming pools, schools, carnivals, picnics or playgrounds. Polio bans had already been issued at Mayerthorpe, Claresholm and Athabaska.

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In a ceremony at Yellow Grass, Sask., July 31, Anne Donalda Jean McCallum became the bride of Ronald William Campbell, assistant manager of the Capitol Theatre, Regina. The bridal couple left by plane for Calgary and Banff. Soloist at the wedding was George Carnie, assistant manager of the Met Theatre, Regina, who sang two selections.

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The Regina Motion Picture Exhibitors' Association has been helping to publish full-page ads in the Regina Leader-Post stressing safe driving.

Don Stewart, Assiniboia, Sask., has taken over duties as manager of the Roxy Theatre, Selkirk, Man., a Rothstein Theatres circuit house.

"DEM BUMS" DO IT AGAIN

For its Brooklyn run, the movie, "Texas, Brooklyn and Heaven" will be re-titled "BROOKLYN, Texas and Heaven".

RAY PRESENTS

(*Continued from Page* 3)

M-G-M Technicolor production being produced by Mervy LeRoy, "Little Women".

Rossano Brazzi is the idol of the Italian cinema and, to my mind, one of the most romantic male personalities of the screen, being handsome, magnetic, and with a charm of manner and outstanding ability. Those who have had the pleasure of seeing his work in "The King's Jester", based on the opera, Rigoletto, will corroborate my statement, that Brazzi is definitely box office. Alliance Films is distributing, "The King's Jester".

I have a very interesting letter from Ben Cronk, with greetings to all the Pioneers and friends. Mr. and Mrs. Cronk are now in Los Angeles, and had, in Ben's words, "a swell afternoon at Pickfair, where the Guild put on a garden party, under the management of Aron Lehr, who really did a swell job. Some of the outstanding attractions were, swimming in the beautiful pool, demonstrations of resuscitation, gypsy fortune-telling, Spin to Win booths, a fashion show with $500,000 worth of furs from rabbit to mink, food-booths, Keystone cops and cowgirl soubrettes of the early 90's. A grand show in a beautiful setting.

HEDDA HOPPER and Eve Arden conducted the Stars' Bazaar, where tickets were sold at 25 cents, for chances on gifts donated by William Powell, Jeanette McDonald, Joan Fontaine, Gene Autry, Ruth Hussey, Bing Crosby, Rex Harrison, Ann Sothern, Mac Sennett, Irene Dunne and a host of others.

"I spent an hour with Herbert Rawlinson," writes Ben, "and interesting it was. He comes from St. Mary's, so we had something in common. Other interesting personalities I chatted with were, Fred Niblo, Mary Miles Minter, Pat O'Malley, Mack Sennett and Mary MacLaren. Arthur Blake, the famous impersonator, entertained and the beautiful setting, the riotous colours, the gorgeous damsels still linger in my memory. The garden party was given for needy war veterans and war-wounded soldiers".

A clipping from the Los Angeles Times cites that among the guests were, Ramon Novarro, May McAvoy, Francis X. Bushman. These three were together in Niblo's "Ben Hur" in the good old days. Other guests were, Anna Q. Nilsson, Director Marshal Neilan, Louise Fazenda, who is now Mrs. Hal Wallis, Claire McDowell, Antonio Moreno, Buster Keaton, Mae Marsh, James Kirkwood, Bill Farnum, Richard Dix, Bessie Love, Jackie Coogan, Blanche Sweet, Snub Pollard, Monte Blue etc. Some of the names sound like a Pioneers' get-together — which reminds me to remind the Pioneers, there is a Smoker in October.

Maritime News

By A. L. FAIRWEATHER

THIS is what is described as "the summer lull", and while theatres in the Maritimes are well attended, there are crowds only for outstanding features. Tourists make up quite a large part of the audience in many situations and theatres at the summer resorts have extra patrons and reap a harvest at this period of the year.

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Belle Corber, for many years with Empire-Universal as booker, and now of the Montreal office of M-G-M, has been visiting relatives in Saint John.

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An outstanding programme was played at the Capitol Theatre, Saint John, when "The Bishop's Wife" was shown, with four Disney films, two new and two re-issues. One of these, "Hiawatha's Hunting", brought forth applause from a usually undemonstrative crowd. "The Bishop's Wife" was loudly acclaimed as an outstanding feature, and advertisement by word of mouth brought many patrons to see it. Harrison Howe is manager of the Capitol.

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Clifford Bowes, booker for Columbia pictures at Saint John, spent his vacation at Lapreau, N.B. Douglas Little of the same office is also on holidays.

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The new Famous Players theatre, the "Paramount", is advertising for ushers, cleaning women, and cashiers, so it looks as if the opening cannot be far off, and Saint John will have its third theatre on King Square.

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George Heiber, who was ill in a Montreal hospital, is now convalescing at the home of his wife's parents at Pamdenec, N.B. George is Montreal manager for United Artists Corporation Ltd.

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Dalbert Buckley of the R-K-O staff, spent his vacation at a resort on the Saint John River. Miss Mildred Malone of the same office spent her holidays at Providence, R.I.

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Bill Guss, manager for M-G-M at Calgary, was home for a brief visit to his parents in Saint John.

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H. Cohen, manager of the R-K-O office at Saint John, has been on a trip to Cape Breton where he viewed with admiration the wonderful scenery of that part of Nova Scotia. He reports, that "The Miracle Of The Bells" is doing extensive business everywhere.

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Lew Simon, manager at Columbia, reports that "Superman" is going strong all over the territory, including the entire Spencer Co. Ltd. Circuit. Theatres which have not played a serial for many years, are using this one.

Members of the R-K-O staff are much impressed with the importance of the two-reeler, "A Letter to a Rebel", feeling that it is especially good anti-Communist propaganda while being at the same time interesting and well acted. It is planned to have a preview with city officials, the clergy, and the judge of the Juvenile Court in to see the picture.

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Mrs. J. A. Mitchel of the Mayfair Theatre at Port Elgin, and her daughter Gloria were visitors in Saint John, as was also W. A. Purcell of the Bedford Theatre, Bedford, N.S.

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Mrs. John MacKenzie, the former Doris Holder, who was, for a number of years, at the box office of the Capitol, has returned to Scotland with her small son, Richard, following a visit to relatives in Saint John.

Plans are being made for the exploitation of "Big City", and a campaign will soon be underway to advertise that feature which teaches race tolerance in so excellent a way.

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Paul Muni has been motoring through New Brunswick. He was recognized by and gave an autograph to, a woman at a canteen on the Saint John River Road. He was also seen at the D-Coy Inn near Fredericton, N.B.

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Hume Cronyn was vacationing at Chester, N.S., and the feature in which he plays a prominent part "The Bride Goes Wild" was shown at the Kenerick Theatre, operated by Redded and Corkum. Residents and visitors at Chester were much interested in the picture.

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Walter "Mate" Rowley, booker for the Empire-Universal office at Saint John, who was in hospital for a slight operation, is now recovered and is back at the office.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

BILTMORE
13th week. "The Mating of Millie" (Col.), with Glenn Ford and Evelyn Keyes.

EGLINTON-TIVOLI
3rd week. "A Foreign Affair" (Para.), with Jean Arthur, Marlene Dietrich and John Lund.

FAIRLAWN-DANFORTH
"Easy Money" (E-L), with Greta Gynt, Dennis Price and Jack Warner.

IMPERIAL
"That Lady in Ermine" (Fox), Technicolor, with Betty Grable and Douglas Fairbanks, Jr.

LOEW'S
4th week. "Easter Parade" (M-G-M), Technicolor, with Judy Garland and Fred Astaire.

NORTOWN-VICTORIA
"Mickey" (Int'l), Cinecolor, with Lois Butler and Bill Goodwin.

SHEA'S
"Silver River" (W-B), with Errol Flynn and Ann Sheridan.

UPTOWN
"Tap Roots" (Universal), Technicolor, with Van Heflin and Susan Hayward.

MONTREAL

CAPITOL
"The Sainted Sisters" (Para.), with Veronica Lake, Joan Caulfield, and Barry Fitzgerald.

IMPERIAL
"Wallflower" (W-B), with Robert Hutton, Joyce Reynolds, and Janis Paige.

LOEW'S
2nd week. "The Best Years Of Our Lives" (R-K-O), with Myrna Loy and Frederick March.

PALACE
"Winter Meeting" (W-B), with Bette Davis, Janis Paige, and James Davis.

PRINCESS
2nd week. "All My Sons" (U-I), with Edward G. Robinson and Burt Lancaster.

SAINT JOHN

CAPITOL
"The Counterfeiters" (Fox), with John Sutton and Doris Merrick.

MAYFAIR
"Each Dawn I Die" (W-B), James Cagney and George Raft. Also "Arthur Takes Over" (Fox), Lois Collier and Richard Crane.

STRAND
"My Girl Tisa" (W-B), with Lilli Palmer and Sam Wanamaker.

WINNIPEG

CAPITOL
2nd week. "Three Daring Daughters" (M-G-M), Technicolor, Jeannette MacDonald, Jose Iturbi, Jane Powell.

GAIETY
4th week. "Green Grass of Wyoming" (Fox), Technicolor, with Peggy Cummins and Charles Coburn.

GARRICK
"Adventures of Casanova" (E-L), with Arturo de Cordova and Lucille Bremer.

METROPOLITAN
"The Bride Goes Wild" (M-G-M), with Van Johnson and June Allyson.

ODEON
2nd week. "All My Sons" (U-I), with Edward G. Robinson and Burt Lancaster.

CALGARY

CAPITOL
"Romance on the High Seas" (W-B), Technicolor, with Jack Carson and Janis Paige.

GRAND
"Are You With It" (U-I), with Alexis Smith and Sydney Greenstreet. Also "Arthur Takes Over" (Fox), with Lois Collier and Jerome Cowan.

VANCOUVER

CAPITOL
"A Foreign Affair" (Para.), with Jean Arthur, Marlene Dietrich and John Lund.

INTERNATIONAL CINEMA
How Green Was My Valley" (Fox), with Walter Pidgeon and Maureen O'Hara. Also "An Ideal Husband" Technicolor, with Paulette Goddard.

ORPHEUM
"The Fuller Brush Man" (Col.), with Red Skelton and Janet Leigh.

PARADISE
"The Birth of a Baby", also "Who Killed Doc Robin" (U-A), Cinecolor, with Virginia Grey and Don Castle.

PLAZA
"Easy Money" (E-L), with Greta Gynt, Dennis Price and Jack Warner. Also "Smart Politics" (Mono.), with June Preisser and Freddy Stewart.

STRAND
2nd week. "Duel in the Sun" (Selznick), Technicolor, with Gregory Peck, Jennifer Jones and Joseph Cotton.

VOGUE
2nd week. "The Best Years Of Our Lives" (R-K-O), with Myrna Loy and Frederick March.